

| BRAND PERFORMANCE REPORT | | totalbeauty MEDIA GROUP | |
|---|---------------------------------------|----------------------------|---------------------------------|
| This chart breaks down product ratings and reviews for all brands with at least 100 consumer reviews. | | | |
| As of December 2013 | | | |
| Rank | Brand | Average rating per brand | Percentage of products reviewed |
| 1 | ARTISTRY | 9.85 | 36.67% |
| 2 | Mirabella Beauty | 9.81 | 53.52% |
| 3 | Beecology | 9.78 | 84.62% |
| 4 | Nu Skin | 9.71 | 100% |
| 5 | Novalash | 9.52 | 75% |
| 6 | ElanVeda | 9.5 | 100% |
| 7 | It Cosmetics | 9.44 | 88.06% |
| 8 | eSalon | 9.41 | 100% |
| 9 | Dr. Bronner's | 9.32 | 81.25% |
| 10 | EcoTools | 9.24 | 42.86% |
| 11 | CeraVe | 9.23 | 61.54% |
| 12 | Aquaphor | 9.19 | 75% |
| 13 | Archipelago Botanicals | 9.16 | 17.86% |
| 14 | CND | 9.13 | 33.33% |
| 15 | ESCADA | 9.11 | 54.84% |
| 16 | Clarisonic | 9.09 | 68.75% |
| 17 | Tweezerman | 9.09 | 45.37% |
| 18 | Yankee Candle Company | 9.05 | 96.77% |
| 19 | Smith's | 9.04 | 100% |
| 20 | Bioelements | 8.99 | 67.07% |
| 21 | Moroccanoil | 8.99 | 59.09% |
| 22 | Paula's Choice | 8.95 | 81.44% |
| 23 | Palmers | 8.93 | 50.70% |
| 24 | Vera Wang | 8.93 | 58.82% |
| 25 | Curel | 8.91 | 81.25% |
| 26 | Oral-B | 8.91 | 19.67% |
| 27 | Kiss | 8.9 | 60.87% |
| 28 | YoYo | 8.9 | 100% |
| 29 | Colorescience Pro | 8.89 | 56.94% |
| 30 | SkinCeuticals | 8.85 | 68.25% |
| 31 | Dolce & Gabbana | 8.84 | 25.35% |
| 32 | Juicy Couture | 8.84 | 50% |
| 33 | Borghese | 8.82 | 53.51% |
| 34 | CHI | 8.81 | 59.57% |
| 35 | OPI | 8.81 | 72.22% |
| 36 | Ralph Lauren | 8.81 | 34.62% |
| 37 | Merle Norman | 8.8 | 61.84% |
| 38 | Kerastase | 8.79 | 48.65% |
| 39 | Trillium Organics | 8.79 | 9.09% |
| 40 | Arbonne | 8.77 | 82.84% |
| 41 | China Glaze | 8.76 | 72.73% |
| 42 | Johnson's | 8.75 | 49.25% |
| 43 | Zenmed | 8.75 | 94.74% |
| 44 | DHC | 8.74 | 40.23% |
| 45 | Burberry | 8.71 | 53.57% |
| 46 | Joico | 8.71 | 65.17% |
| 47 | Bulgari | 8.7 | 52.70% |
| 48 | Grassroots Research Labs | 8.7 | 64.86% |
| 49 | Shu Uemura | 8.7 | 25.91% |
| 50 | Caress | 8.69 | 93.75% |
| 51 | Obagi | 8.69 | 79.07% |
| 52 | AHAVA | 8.68 | 62% |
| 53 | Mary Kay | 8.68 | 97.83% |
| 54 | Trish McEvoy | 8.68 | 59.63% |
| 55 | Caswell-Massey | 8.67 | 27.04% |
| 56 | Hawaiian Tropic | 8.67 | 90% |
| 57 | Giovanni | 8.66 | 53.19% |
| 58 | Queen Helene | 8.66 | 43.55% |
| 59 | Chanel | 8.65 | 76.27% |
| 60 | Eminence | 8.65 | 56.79% |
| 61 | Jan Marini Skin Research | 8.65 | 53.45% |
| 62 | Lubriderm | 8.65 | 50% |
| 63 | Zoya | 8.65 | 72.73% |
| 64 | Bath & Body Works | 8.64 | 78.37% |
| 65 | Guerlain | 8.64 | 36.16% |
| 66 | Jo Malone | 8.64 | 19.34% |
| 67 | Pureology | 8.63 | 67.12% |
| 68 | Britney Spears | 8.62 | 85.71% |
| 69 | La Roche-Posay | 8.62 | 46.21% |
| 70 | Marc Jacobs | 8.61 | 61.70% |
| 71 | Aubrey Organics | 8.6 | 57.38% |
| 72 | C.O. Bigelow | 8.57 | 63.29% |
| 73 | Softlips | 8.57 | 100% |
| 74 | Origins | 8.56 | 85.10% |
| 75 | MAC | 8.55 | 69.34% |
| 76 | Desert Essence | 8.54 | 34.41% |
| 77 | L'Occitane | 8.54 | 87.75% |
| 78 | Olay | 8.54 | 79.30% |
| 79 | Urban Decay | 8.54 | 92.14% |
| 80 | KMS | 8.53 | 60.66% |
| 81 | the Balm | 8.53 | 72.41% |
| 82 | ModelCo | 8.52 | 52.24% |
| 83 | NARS | 8.52 | 63.93% |
| 84 | Shiseido | 8.52 | 80.44% |
| 85 | Mark | 8.51 | 66.84% |
| 86 | Paul Mitchell | 8.51 | 83.47% |
| 87 | Jane Iredale | 8.5 | 66.94% |
| 88 | Purpose | 8.5 | 100% |
| 89 | Biologé | 8.49 | 77.78% |
| 90 | Calgon | 8.49 | 65.63% |
| 91 | Crabtree & Evelyn | 8.49 | 44.20% |
| 92 | Calvin Klein | 8.48 | 41.27% |
| 93 | Essie | 8.48 | 59.18% |
| 94 | Make Up For Ever | 8.48 | 48.80% |
| 95 | Prescriptives | 8.48 | 81.45% |
| 96 | St. Ives | 8.47 | 83.58% |
| 97 | Suki | 8.47 | 81.82% |
| 98 | Giorgio Armani | 8.46 | 25.41% |
| 99 | Kiehl's | 8.46 | 64.68% |
| 100 | Pantene | 8.46 | 81.61% |
| 101 | The Body Shop | 8.43 | 72.53% |
| 102 | Buxom | 8.42 | 57.14% |
| 103 | Avene | 8.41 | 60.71% |
| 104 | Carmex | 8.41 | 75% |
| 105 | DKNY | 8.41 | 73.68% |
| 106 | Fresh | 8.41 | 77.36% |
| 107 | Goody | 8.4 | 26.13% |
| 108 | Vaseline | 8.4 | 72.73% |
| 109 | Weleda | 8.4 | 53.49% |
| 110 | Bobbi Brown | 8.39 | 66.31% |
| 111 | Dermalogica | 8.39 | 73.77% |
| 112 | Aveeno | 8.38 | 74.07% |
| 113 | Estee Lauder | 8.37 | 77.53% |
| 114 | Kate Somerville | 8.37 | 38.10% |
| 115 | NYX Cosmetics | 8.36 | 69.57% |
| 116 | Dior | 8.35 | 55.04% |
| 117 | CARGO | 8.34 | 71.67% |
| 118 | Redken | 8.34 | 72.95% |
| 119 | Lancome | 8.33 | 70.13% |
| 120 | Aquolina | 8.32 | 84.62% |
| 121 | Aussie | 8.32 | 67.82% |
| 122 | Infusium | 8.32 | 67.74% |
| 123 | Nature's Gate | 8.32 | 59.06% |
| 124 | Graham Webb | 8.31 | 58.43% |
| 125 | Dr. Brandt | 8.3 | 58.46% |
| 126 | YonKa | 8.3 | 66.07% |
| 127 | Acuvue | 8.29 | 90% |
| 128 | Bonne Bell | 8.29 | 95.83% |
| 129 | Frederic Fekkai | 8.29 | 66.67% |
| 130 | Laura Mercier | 8.29 | 54.47% |
| 131 | Napoleon Perdis | 8.29 | 25% |
| 132 | Sebastian | 8.29 | 50% |
| 133 | Boscia | 8.27 | 86.67% |
| 134 | Clinique | 8.27 | 95.57% |
| 135 | La Prairie | 8.26 | 43.14% |
| 136 | Herbal Essences | 8.25 | 86.52% |
| 137 | philosophy | 8.25 | 86.17% |
| 138 | Pixi | 8.25 | 52.11% |
| 139 | American Beauty | 8.24 | 69.64% |
| 140 | Korres | 8.24 | 57.36% |
| 141 | Anastasia | 8.23 | 61.11% |
| 142 | H2O+ | 8.23 | 55.21% |
| 143 | La Mer | 8.23 | 57.14% |
| 144 | Max Factor | 8.23 | 90% |
| 145 | Pond's | 8.23 | 80.65% |
| 146 | Sarah Jessica Parker | 8.23 | 68.75% |
| 147 | Sunsilk | 8.22 | 95.83% |
| 148 | Banana Boat | 8.21 | 85.19% |
| 149 | Burt's Bees | 8.21 | 77.67% |
| 150 | Nexus | 8.21 | 56.25% |
| 151 | Alba | 8.2 | 49.59% |
| 152 | 100% Pure | 8.19 | 61.90% |
| 153 | Aveda | 8.19 | 94.42% |
| 154 | Cetaphil | 8.19 | 80% |
| 155 | Laura Geller | 8.19 | 39.93% |
| 156 | Lush | 8.19 | 78.92% |
| 157 | Patricia Wexler M.D. | 8.19 | 94.44% |
| 158 | Flirt! | 8.18 | 86.67% |
| 159 | Paula Dorf | 8.18 | 50.82% |
| 160 | Tarte | 8.18 | 81.45% |
| 161 | Remington | 8.17 | 32.05% |
| 162 | EOS | 8.16 | 100% |
| 163 | Caudalie | 8.15 | 86% |
| 164 | Dr. Hauschka | 8.15 | 61.22% |
| 165 | T3 | 8.15 | 53.49% |
| 166 | Gillette | 8.14 | 21.65% |
| 167 | Biotherm | 8.13 | 37.57% |
| 168 | Lumene | 8.13 | 53.89% |
| 169 | Vichy Laboratories | 8.13 | 46.88% |
| 170 | Bourjois | 8.12 | 80.49% |
| 171 | Clarins | 8.12 | 62.34% |
| 172 | Dove | 8.11 | 76.19% |
| 173 | Jason | 8.11 | 62.41% |
| 174 | Mally | 8.11 | 45.07% |
| 175 | Eucerin | 8.1 | 83.33% |
| 176 | PHYTO | 8.09 | 62.22% |
| 177 | Abba | 8.08 | 100% |
| 178 | Nivea | 8.08 | 90.20% |
| 179 | Boots | 8.07 | 43.63% |
| 180 | Raw Natural Beauty | 8.07 | 68% |
| 181 | Biosilk | 8.05 | 62.26% |
| 182 | Bumble and bumble | 8.05 | 59.76% |
| 183 | GloMinerals | 8.05 | 40.38% |
| 184 | Victoria's Secret | 8.05 | 76.49% |
| 185 | Dr. Denese | 8.04 | 61.90% |
| 186 | Amazing Cosmetics | 8.03 | 75% |
| 187 | Freeman Feeling Beautiful | 8.03 | 72% |
| 188 | Thierry Mugler | 8.03 | 46.34% |
| 189 | Pur Minerals | 8.02 | 55.56% |
| 190 | Peter Thomas Roth | 8.01 | 59.85% |
| 191 | Goldwell | 8 | 32.32% |
| 192 | Ojon | 8 | 76.92% |
| 193 | Sexy Hair | 8 | 65.82% |
| 194 | Mitchum | 7.99 | 100% |
| 195 | Sonia Kashuk | 7.99 | 43.24% |
| 196 | Rusk | 7.98 | 62.86% |
| 197 | Abreva | 7.97 | 100% |
| 198 | Avon | 7.96 | 85.63% |
| 199 | Vincent Longo | 7.95 | 47.06% |
| 200 | Alterna | 7.93 | 71.43% |
| 201 | TIGI | 7.92 | 73.60% |
| 202 | Noxzema | 7.91 | 96.30% |
| 203 | bareMinerals | 7.9 | 61.68% |
| 204 | Crest | 7.89 | 78.46% |
| 205 | Kiss My Face | 7.89 | 83.10% |
| 206 | Nioxin | 7.89 | 56.76% |
| 207 | Elizabeth Arden | 7.88 | 47.12% |
| 208 | Givenchy | 7.88 | 28.97% |
| 209 | Josie Maran | 7.88 | 63.04% |
| 210 | Kinerase | 7.88 | 72.73% |
| 211 | Charles Worthington | 7.87 | 48.42% |
| 212 | Coppertone | 7.87 | 66.04% |
| 213 | Jennifer Lopez | 7.87 | 60% |
| 214 | Milani | 7.86 | 77.33% |
| 215 | Avalon Organics | 7.85 | 47.46% |
| 216 | Sephora | 7.85 | 75% |
| 217 | Benefit | 7.84 | 85.41% |
| 218 | Jonathan Product | 7.83 | 77.27% |
| 219 | Pevonia Botanica | 7.83 | 49.11% |
| 220 | Secret | 7.83 | 96.43% |
| 221 | Smashbox | 7.83 | 83.52% |
| 222 | Head & Shoulders | 7.82 | 78.38% |
| 223 | Mario Badescu Skin Care | 7.82 | 62.99% |
| 224 | Vidal Sassoon | 7.82 | 46.75% |
| 225 | Yves Saint Laurent Beauty | 7.82 | 37.13% |
| 226 | Prestige | 7.77 | 58.18% |
| 227 | LORAC | 7.75 | 81.63% |
| 228 | Matrix | 7.75 | 35.12% |
| 229 | Blistex | 7.73 | 95% |
| 230 | GoSMILE | 7.73 | 61.29% |
| 231 | Bliss | 7.72 | 59.74% |
| 232 | E.L.F. | 7.72 | 87.50% |
| 233 | Too Faced | 7.72 | 83.70% |
| 234 | Bare Escentuals | 7.7 | 33.76% |
| 235 | Carol's Daughter | 7.67 | 33.57% |
| 236 | Neutrogena | 7.67 | 91.35% |
| 237 | Ole Henriksen | 7.67 | 64.52% |
| 238 | Suave | 7.66 | 81.89% |
| 239 | DDF | 7.65 | 72.86% |
| 240 | Oscar Blandi | 7.64 | 60.98% |
| 241 | Yes To | 7.64 | 70.69% |
| 242 | TRESemme | 7.6 | 79.20% |
| 243 | Lola | 7.59 | 36.84% |
| 244 | Stila | 7.59 | 73.29% |
| 245 | Venus | 7.59 | 77.78% |
| 246 | Pimmel London | 7.57 | 89.68% |
| 247 | Wella | 7.56 | 29.41% |
| 248 | Almay | 7.55 | 88.43% |
| 249 | Jane | 7.53 | 97.44% |
| 250 | John Frieda | 7.52 | 67.59% |
| 251 | Frizz-Ease | 7.51 | 96.97% |
| 252 | Juice Beauty | 7.51 | 70.73% |
| 253 | Cosmedicine | 7.45 | 78.95% |
| 254 | Jergens | 7.45 | 81.82% |
| 255 | Clairol | 7.44 | 55.10% |
| 256 | Garnier | 7.44 | 85.95% |
| 257 | L'Oreal | 7.42 | 72.01% |
| 258 | VO5 | 7.4 | 65.52% |
| 259 | Wen | 7.4 | 103.13% |
| 260 | RoC | 7.39 | 63.64% |
| 261 | Physicians Formula | 7.38 | 85.78% |
| 262 | Murad | 7.37 | 79.21% |
| 263 | Dr. Dennis Gross Skincare | 7.34 | 54.39% |
| 264 | Wet n Wild | 7.34 | 86.49% |
| 265 | Clean & Clear | 7.33 | 85.51% |
| 266 | DuWop | 7.33 | 79.25% |
| 267 | Chapstick | 7.32 | 88.24% |
| 268 | Revlon | 7.32 | 69.30% |
| 269 | Biore | 7.31 | 100% |
| 270 | CoverGirl | 7.3 | 91.72% |
| 271 | Blihc | 7.29 | 100% |
| 272 | Hard Candy | 7.26 | 80% |
| 273 | Ulta | 7.26 | 61.87% |
| 274 | Clearasil | 7.25 | 61.90% |
| 275 | AMBI | 7.24 | 78.57% |
| 276 | Tom's of Maine | 7.24 | 95% |
| 277 | Listerine | 7.23 | 38.10% |
| 278 | Rene Furterer | 7.2 | 41% |
| 279 | Bio-Oil | 7.19 | 100% |
| 280 | Schick | 7.15 | 64.29% |
| 281 | Talika | 7.06 | 50% |
| 282 | Maybelline New York | 7.03 | 92.61% |
| 283 | N.Y.C. New York Color | 7.03 | 95.83% |
| 284 | Marc Anthony | 7.01 | 48.35% |
| 285 | got2b | 6.99 | 81.97% |
| 286 | Supersmile | 6.93 | 50% |
| 287 | Sally Hansen | 6.88 | 65.96% |
| 288 | REMBRANDT | 6.87 | 72.73% |
| 289 | Fusion Beauty | 6.86 | 69.57% |
| 290 | Skyn Iceland | 6.8 | 72% |
| 291 | ProActiv | 6.68 | 84.21% |
| 292 | N.V. Perricone M.D. Cosmeceuticals | 6.66 | 70.37% |
| 293 | Conair | 6.61 | 55.41% |
| 294 | Organix | 6.46 | 76.09% |
| 295 | Samy | 6.17 | 69.23% |
| 296 | StriVectin | 5.88 | 57.14% |
| | Smooth Away | 2.82 | 100% |
| © 2007-2013 Total Beauty Media, Inc. All rights reserved. | | | |